

3.3

Worksheet: Using the AIDA Formula

USING THE AIDA FORMULA

AIDA STANDS FOR:



ATTENTION

First,
grab the reader
by their eyeballs
with a prominent
piece of copy

–

HEY YOU CHECK THIS OUT



INTEREST

Next,
get them interested
by mentioning
something different,
special, or unique

–

OOH SHINY!



DESIRE

Explain
to your audience
why they should really
want what you're offering

–

THIS IS AMAZING
AND YOU NEED THIS



ACTION

Finally,
ask them
to do
something
to get the payoff

–

JUST CLICK HERE MY FRIEND

ATTENTION

- Here's your special offer... ("You" and "your" are great at grabbing attention)
- Hey there!
- Congratulations!
- Catch their eye with bold type or images

INTEREST

- What are you offering?
- This is the big item, prize, product, or deal
- Pitch this in 1 line of copy as fast as you can

DESIRE

- Explain the important thing from the "Interest" part
- Why is it important, attractive, or worth the reader's time?
- Why is it unique, special, and important for the reader to act upon right now?
- Make it irresistible

ACTION

- Give them direction ("Signup now to reserve your seat")
- Clear and straightforward - they know what will happen immediately if they do this ("Take the survey" or "Add to your cart")
- Make the action 1 click - or almost no effort required

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EXAMPLE



ATTENTION

"Once you have a sip, you won't drink anything else..."

INTEREST

"Grab cherry lime smash-up..."

DESIRE

"...for a LIMITED TIME!"

ACTION

"Buy this flavor only at hint.co/cherrylime"

CREATE YOUR OWN:

ATTENTION

INTEREST

DESIRE

ACTION

NOTES:

So, one of the classic ways to formulate your writing is by using the AIDA method - AIDA stands for attention, interest, desire, and action, and it works a little something like this:

- **Attention** – First, grab the reader by their eyeballs with a prominent piece of copy – **HEY YOU CHECK THIS OUT**
- **Interest** – Next, get them interested by mentioning something different, special, or unique – **OOH SHINY!**
- **Desire** – Explain to your audience why they should really want what you're offering – **THIS IS AMAZING AND YOU NEED THIS**
- **Action** – Finally, ask them to do something to get the payoff – **JUST CLICK HERE MY FRIEND**

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NOTES:

The AIDA formula is a classic because it's simple and it makes a lot of sense. You can't get results if you first don't get people's attention. To keep their attention, you can't appeal to them with the same old crap - it's gotta be something interesting. To REALLY sell this thing, you have to make them want it, and then it's in their hands: take this action and it can all be yours.

For example, this minor league baseball team sent out emails to its fans asking them to complete a survey. The writers of this particular message could trust in their abilities to write a good message, or they could use a formula like AIDA to help them get results.

- **Attention** – FAN SURVEY, and “We Want To Hear From You!”
- **Interest** – “Chance To Win A Sounds Owner's Experience” - wait, what? What's that? That sounds interesting...
- **Desire** – “Valued at \$600...”, “You and up to three guests also enjoy early entry to the ballpark”, plus there's free stuff and exclusive access. Any fan would LOVE this.
- **Action** – “Take the Fan Survey”.

Arguably the Desire part of this could've been done better. Using some bullets, for example, you could call out those cool exclusives, making them even easier to read. But really, this email pitch does the job by following the AIDA model. Think about how effective this would be if it was missing one of the pieces - it wouldn't be quite as compelling.

So if you have something of value you want to offer people - AND you can use your words to describe how awesome that thing is - the AIDA model could be a pretty good fit